

MOORPARK Acorn

Serving Moorpark and the surrounding areas

Other Publications
[The Acorn](#)
[Thousand Oaks Acorn](#)
[Camarillo Acorn - Simi Valley Acorn](#)

[Advertiser Index](#) [Shopping](#) [Going Out](#) [Health](#) [Faith](#) [Youth](#) [Real Estate](#)

- News
- Front Page
- Community
- Health & Wellness
- Bulletin Board
- Business
- Schools
- Sports
- Police
- Faith
- Family
- On The Town
- Letters
- Editorials
- Vacation
- Photos
- Archive
- Contact Us

- Advertising
- Private Party
- Classifieds
- Private Party Order
- Rentals Order
- Rentals
- Real Estate
- Moorpark Acorn
- Shopping Page

- Search
- Archive

Search

Copyright© 2003 - 2007
 J.Bee Publications
 All Rights Reserved

E-mail Us



Newspaper web site content management software and

Business

October 5, 2007

Click ads below for larger version

Business performance management made easy

By Randall Wheeler Special to the Acorn

In past columns I've talked about surrounding yourself with expert advisers, lining up the cash you will need in your business, managing your value drivers and having periodic "health checkups" as a way to practice preventative maintenance on your business. If you have employees, however, how your business' bottom line performs depends heavily on how your employees perform.

Let's face it, your employees don't have the same motivation to perform well in the same way that you do as the business owner. They will generally perform in a way that is in their best interest. Most employees recognize that it is in their best interest to perform in a way that you, the business owner, define as performing well.

Employees who don't care if they are viewed as performing well are candidates for "career counseling." For the rest of your employees, your main job is to communicate what performing well is. A major mistake that many business owners make is in not formally communicating the definition of good performance.

Whether you communicate the definition of good job performance formally or informally, your employees will figure out what it takes to succeed. They are very adept at identifying your "hot" buttons and how to avoid them. On the other hand, what seems to be common sense to you may not be so obvious to your employees. If you want your employees to achieve maximum performance levels, you need to formally communicate the definition of good performance.

There are two ways to measure employee performance: subjectively and objectively. Subjective performance evaluation is your determination of performance based on your memory without clear measures to back them up. This can often result in confusion when employees have difficulty reconciling their own subjective opinions on how they performed with yours. Sometimes one or two negative incidents can stand out in your memory even though your employees performed well most of the time.

Developing objective measures of good performance can eliminate the mutual frustration and confusion that can result from an informal, subjective performance evaluation. When developing objective performance measurement systems, bear one important point in mind: Whatever you determine is the measure of good performance, your employees will work diligently to make those measures look good.

There's Money In Your Mailbox!

Money Savings Coupons From Local Businesses

Look in your mailbox today!

For Advertising Info
805-584-3250

Steve & Lauri Sogka
 Owners

Previously serving Area Mailbox in Moorpark since 1997

MOORPARK UPHOLSTERY & DRAPERY
 Furniture • Upholstery • Window Treatments

We Upholster All Furniture

Over **75,000** Designer Fabrics!

(805) 523-0699 • MoorparkUpholstery.com

GUARANTEED
 Thanksgiving
 Delivery!

BABYSITTING • BABY NURSES • NANNIES • HOUSEKEEPERS • COMPANIONS

Nannies etc.

Domestic Placement Agency

818-342-5454 • 310-696-0707

www.nanniesetc.com

ACOUSTIC CEILINGS
also popcorn/otliteg cheese

REMOVAL • RESPRAY

Apply smooth or other textured finishes.
 Apply seal coat & new acoustic spray.
(All water stains & cracks eliminated)

Drywall repairs • Wall texturing
Specializing in Furnished Homes.
(All furniture is covered and protected)

10% OFF
 6 Week House Removal or Repair
 FREE Estimates • Call Plans
 Expires 10/31/07

Randy Henderson Acoustic Ceilings Inc.
805.584.6670
 Serving Moorpark Since 1974

REUPHOLSTERY
Riviera... We'll Reupholster Anything

10,000
 Fabric Choices
 Free 1 Day Pick
 Up & Home Del.!

Guaranteed
 Satisfaction
 Delivery!

FREE
 IN HOME
 ESTIMATES

BEFORE Factory Direct • (818) 500-1022 AFTER

